

Digital product funnel launch checklist

Fill digitally or print. Use one offer and mark each check after reviewing it.

Product / offer name

Specific buyer

Useful task or outcome

Route: direct sales OR lead magnet and follow-up

Price, currency and payment frequency

01 Offer and sales page

- ☐ The intended buyer, useful outcome and exact contents are clear.
- ☐ All promised files or lessons are complete and reviewed.
- ☐ The page shows the format, sample, prerequisites and support.
- ☐ The page and checkout agree on price, currency and payment frequency.
- ☐ Mobile layout, buttons, FAQ and links have been checked.

02 Checkout and buyer delivery

- ☐ The payment connection is ready for the intended payment mode.
- ☐ Buyer preview opens the correct reader and actual download.
- ☐ The promised product edition matches the offer being published.
- ☐ Access instructions, support route and applicable terms are clear.
- ☐ Draft preview and sandbox orders are kept separate from live sales.

Follow up. Measure. Improve.

Complete the email checks only if your route uses follow-up messages.

Free resource and its delivery link (if applicable)

03 Optional resource and email follow-up

- ☐ The free resource solves a small part of the paid product's problem.
- ☐ Signup explains resource delivery and any optional marketing follow-up.
- ☐ Sender details, resource links and the final email preview are checked.
- ☐ Only the intended subscribed audience can enter the sequence.
- ☐ Buyer exclusions, unsubscribes and suppression rules are respected.
- ☐ Trigger, waits, published edition and sending capacity are reviewed.

04 Review real evidence

- ☐ Traffic source and review window are recorded.
- ☐ Views, sessions, leads, checkouts and orders are kept distinct.
- ☐ Rates use matched time windows, cohorts and eligible denominators.
- ☐ Free claims, test purchases, refunds and untracked orders are separated.
- ☐ One next change is chosen from evidence and buyer questions.

Review period and traffic source

Observed problem and one next change

A checklist supports review; it does not guarantee sales or replace buyer testing.